



GIBBARD BLOCK

6423 - 112 AVENUE NW

CITY OF EDMONTON HISTORIC RESOURCE MANAGEMENT PROGRAM

Edmonton

DESCRIPTION OF HISTORICAL PLACE

The Gibbard Block, is a three-storey mixed use Edwardian style building with Classical Revival influences. The building is situated on a prominent corner in the neighbourhood of Highlands.

HERITAGE VALUE

Constructed in 1913, the Gibbard Block is significant as a rare and well preserved example of Edwardian Commercial architecture with Classical Revival design influences.

The Gibbard Block is valued for its association with the early development of the community of The Highlands. The Highlands was subdivided by the Magrath-Holgate Company in 1911 and promoted as a bedroom community for Edmonton's elite. The Gibbard Block was located just outside The Highlands original western boundary, providing commercial amenities to the community without compromising its exclusive character. Bidwell Holgate, William Magrath and William Gibbard financed the construction of the building. Magrath and Holgate were prominent developers in Edmonton during the real estate boom that was experienced in the city prior to World War One. Gibbard was a successful businessman and president of the Gibbard Furniture Co. of Napanee Ontario.

The Gibbard Block is significant for its association with prominent Edmonton architect Ernest Morehouse. Morehouse, designed the Gibbard Block and many of the other prestigious residences in The Highlands, including the Magrath Mansion and the Holgate Residence.

CHARACTER DEFINING ELEMENTS

The Edwardian style architecture and Classical Revival design influences of the Gibbard Block are expressed in character defining elements such as:

- + form, scale and massing;
- + flat roof;
- + red brick cladding;
- + bracketed cornices above the retail units and at the parapet;
- + brick pilasters above the first storey;
- + punched windows with cast concrete sills and lintels;
- + wood balcony on the south elevation;
- + commercial units at grade; and
- + decorative tin ceiling in commercial units.

Designated as a Municipal Historic Resource through Bylaw 18149 in September 2017.

